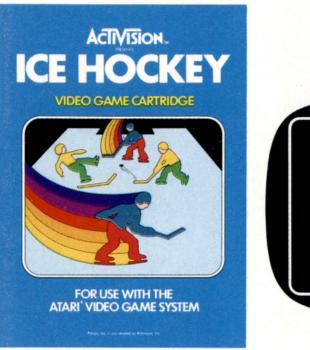
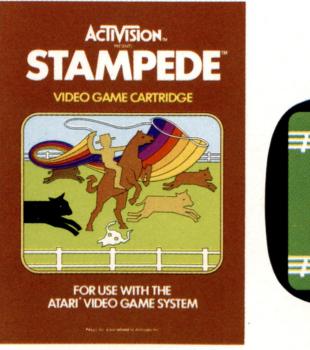


COMING SOON



Designed by Alan Miller. Face off! Fight for the puck. Skate down ice past the defender for a slap-shot. Then, hurry back on defense as your opponent's goalie makes a remarkable save and a long pass to his forward. Here's fantastic head-to-head competition right at your fingertips. So real, it'll knock you off your skates!



Designed by Bob Whitehead. Ready for a little roundup? With Stampede™ by Activision, you'll have to ride fast and rope even faster. Those little dogies seem to be everywhere, and they're all worth points. But, be careful! Your ol' horse can get a little edgy, especially when you take your eyes off the trail. So, head out West for hours of fun with Stampede!

Stampede and Ice Hockey available December, 1981.

SUPER GAME CARTRIDGES DESIGNED FOR USE WITH THE ATARI® VIDEO GAME SYSTEM.

Ready for a challenge? This is it. Presenting the complete catalog of exciting video game cartridges from Activision™.

Love the thrill of realistic sports competition? Then, better warm up. Got your sights set on a little intergalactic space squabble? O.K., prepare for blast off. Or, maybe you just live for a good game of bridge or checkers? If so, grab a chair. Because your every wish is just an Activision game cartridge away.

HOW IT'S DONE.

The Activision game designers are the world's leading innovators in the field. Each designer brings to his creations a unique, personal touch. The result? Well, you might say each Activision game has a real personality all its own.

It's just impossible to describe exactly how realistic Activision video games really are. So, you'll just have to see for yourself. The proof's in the playing.

For the dealer nearest you, write:

Activision, Inc.
Customer Relations Dept.
3255-2 Scott Blvd.
Santa Clara, CA 95051

*Atari, Inc. is not related to Activision, Inc.

THE WORLD'S LEADING DESIGNERS OF VIDEO GAMES.



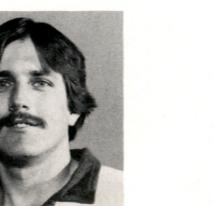
Alan Miller. A true competitor. Alan's the designer and undisputed champion of Tennis and Checkers by Activision. Don't miss his newest game, Ice Hockey. It's coming soon.



Larry Kaplan. Larry is known for his unusual imagination. He's the creator of the hilarious thriller Kaboom!™ and the intricately challenging Bridge by Activision.



David Crane. After his first two hits, Dragster™ and Fishing Derby,™ David created Laser Blast™ and Freeway.™ And the hits just keep on coming.



Bob Whitehead. Bob's the creator of Boxing and Skiing for Activision. Both games are award-winning video sports classics. His newest game, Stampede,™ is sure to be a runaway success.

Steve Cartwright, the newest member of the Activision design team. Steve has just finished an exciting and original game idea. It's targeted for release in 1982. Watch for it!

ACTIVISION

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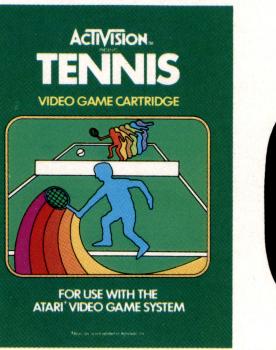
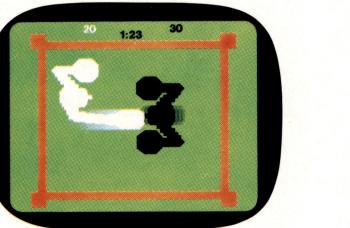
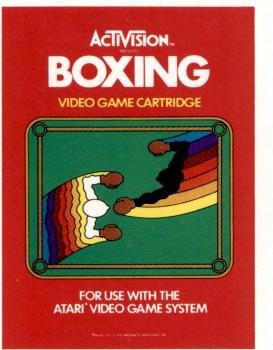
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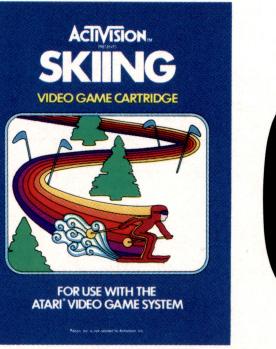
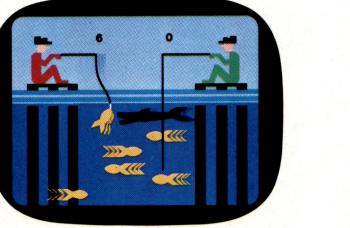
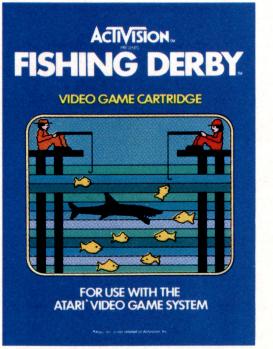
VIDEO GAME CARTRIDGE CATALOG



SPORTS CHALLENGES

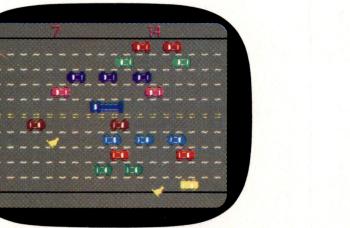
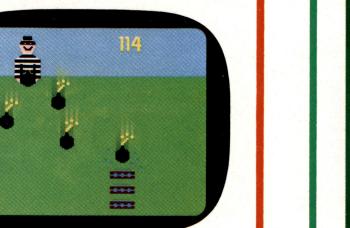
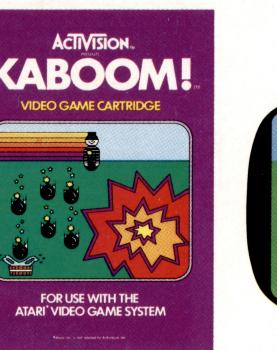
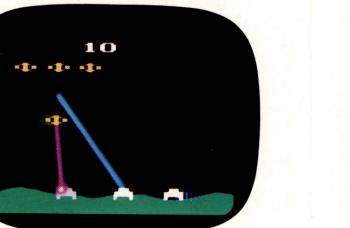
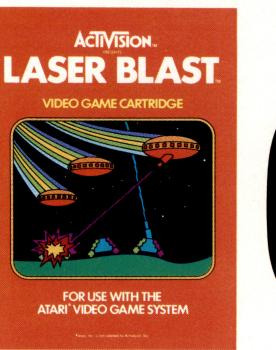


Designed by Bob Whitehead. At the sound of the bell, come out swinging. Go toe to toe with the Activision computer or a friend. It's fast and furious action that's sure to leave you exhausted. But, be careful! Don't get pinned to the ropes. Knock-outs are part of the action, too! Honorable Mention, 1981 Arcade Alley Awards: Best Head-to-Head, Best Sports, Most Innovative Game.

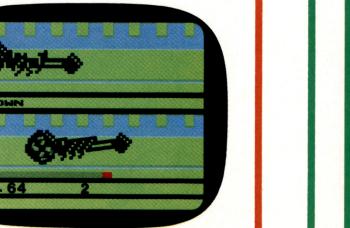
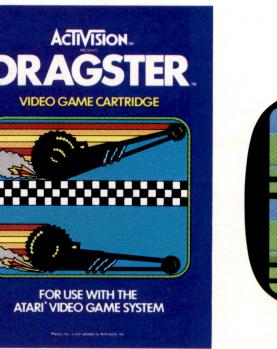


Designed by David Crane. A relaxing afternoon at the ol' fishing hole? Not quite. The bay's full of beautiful sunfish alright, and all you have to do is land 'em faster than your opponent. But there's just one small hitch. Watch out for that shark! His voracious appetite makes Fishing Derby™ by Activision a constant challenge. 1981 Arcade Alley Award Winner, Best Audio and Visual Effects.

ACTION GAMES

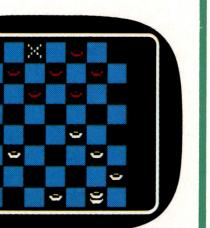
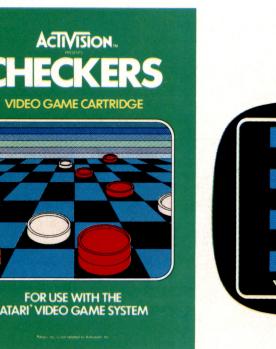
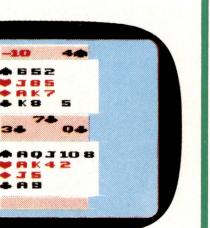


Designed by David Crane. You see, there's this chicken. And he decides he wants to cross the road. Familiar story, right? Except, this time the road is a freeway, and it's rush hour! Your task is to guide the poor chicken to the other side of the freeway. Get the picture? And, if you get the game, you'll agree there's never been anything like Freeway™ by Activision.



Designed by David Crane. Watch the countdown, shift gears, pop the clutch and burn rubber! You can rev your engine, but be careful not to blow it. True-to-life sound effects and grueling competition bring all the action of the dragstrip right into your living room!

STRATEGY GAMES



Designed by Alan Miller. Remember good ol' checkers? Well, Checkers Activision-style is a whole new challenge. There are three different skill levels to choose from. Warm up with novice, and then, when you're feeling brave, tackle the tougher levels. Your computer opponent plots the results of each of his available moves—and then picks the one that's toughest on you. You'll find the Activision computer a more-than-worthy opponent.